

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII. NEW YORK, JANUARY 9, 1895.

No. 2.

Specific Evidence.



FINE Felt Turban or Toque, trimmed exactly like cut, with jettied parrot, satin ribbon and ornament, any combination of color, actually worth \$3.25. In order to introduce our business to the readers of THE SEMI-WEEKLY REPUBLIC we will offer, for ten days, to send one of these beautifully trimmed Turbans or Toques to any address, securely packed, on receipt of \$1.00 and this coupon. Address

E. NEWMAN & CO., Milliners,
2703 Franklin Ave., St. Louis, Mo.

Fac-simile of Advertisement.

The above advertisement appeared one week in the SEMI-WEEKLY REPUBLIC, set in seventy-five lines agate, single column. Over 200 orders accompanied by the cash were received in two weeks.

The orders came from the following States and Territories, and numbered exactly 203:

Texas, 61; Arkansas, 43; Missouri, 20; Indian Territory, 14; Illinois, 11; Louisiana, 11; Kansas, 9; Mississippi, 5; Montana, 4; Kentucky, 4; Tennessee, 3; New Mexico, 3; Alabama, 2; Idaho, 2; Virginia, 2; Florida, 2; Arizona, 2; Oregon, 1; New Hampshire, 1; Georgia, 1; Washington, 1 and Wyoming 1. Ask for rates.

THE REPUBLIC, ST. LOUIS, MO.

Or New York Office, 146 Times Building.

WE SELL circulation by the thousand copies, as the woolen manufacturer sells by the yard, the rolling mill by the ton or the grain dealer by the bushel.

Advertisers can buy circulation, paying a stated rate per line for each thousand copies, as they would purchase any merchandise.

The price for \$250's worth is $\frac{2}{3}$ of a cent a line per thousand copies. For \$5,000's worth, $\frac{1}{3}$ of a cent a line.

A statement of the number of copies in which advertisements have been inserted is sent advertisers weekly.

One electrotype, one order does the business.

Catalogue sent postpaid.

ATLANTIC COAST LISTS,

134 LEONARD STREET,

NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XII.

NEW YORK, JANUARY 9, 1895.

No. 2.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Dec. 22, 1894.

A chapter might very well be written on the advertising that isn't done, and it could be a pretty long one, too. There are some things eminently adapted to really effective advertising. They seem to invite it, and yet they get either no advertising at all, or only such advertising as is commonplace, dull and flat. The poor way in which books, for example, are advertised has often been a subject of remark in *PRINTERS' INK*. It is difficult to think of any one thing which is susceptible of more varied and interesting treatment than books. Yet a book ad, ninety-nine times in a hundred, is limited to the statement that such and such a book has appeared, and that such and such remarks have been made upon it in the reviews. Sometimes these remarks are very unfairly quoted, too. For instance, a reviewer will say something like this:

"Mr. Achitophel Dryden Absolom surpasses himself in his new work, 'The Plum-colored Dandelion.' We had always supposed that Mr. Absolom reached the lowest depths of twaddle in his last production, but this one far transcends even that monument of imbecility. We shall be interested to see what he will do next—that is, if any publisher can be found to disgrace his book shelves with a third such exhibition of blatant incompetence"—and so on, and so on, in the urbane style cultivated by some of our literary journals. What does A. D. Absolom do? Does he curl up and say nothing, or bring an action for libel? Not a bit of it! The publishers quote the review like this:

"The *Eastonsville Gazette*, in reviewing Mr. Achitophel Dryden Absolom's new book, 'The Plum-colored

Dandelion,' says: 'Mr. Absolom surpasses himself in his new work . . . we shall be interested to see what he will do next,' " etc., etc.

This may be "sort of" clever, but it is not good advertising, because one book is advertised so much like every other book, that unless a man is absolutely searching for the name of something to read, there is no temptation to read the advertisements at all. The weekly papers of the more or less blood-and-thunder kind do better in their advertising. They get out a blood-curdling picture and print an extract that stops short off where the beauteous maiden is just about to be hurled over the cliff by her bloodthirsty and ruffianly betrayer. Below there is a recommendation to seek the sequel in the *Weekly Tomahawk* (or whatever it is). The people they are after read such extracts as this, and though they ought to know perfectly well that the hero will turn up just in the nick of time to save the fair Evangeline from her doom, they step out to the bookshop and lay down their pennies like men.

The high-class publishers might very well write up their wares, not on this, but on some more descriptive plan than at present. But up to now they stick to the old-fashioned methods right through. Mr. Fisher Norwin, it is true, gets out some weird wall-posters from time to time, designed by Aubrey Beardsley, whose queer-looking, but often extraordinarily clever, work in design must by this time be pretty well known in America; but for the most part books, as distinguished from periodicals (which are often very well advertised) are but poorly announced in the newspapers.

* * *

This, however, is a digression, because book ads have already come in for comminatory criticism in *PRINTERS' INK*. But there has been very

little said about two other kinds of advertising which, for two or three reasons, might be made very interesting, but which, so far as newspaper advertising goes, are usually permitted to remain egregiously dull. I allude to railway advertisements and insurance advertisements. Some of the very finest printing in the world is got out in books and illustrated pamphlets relating to American railroads. We sometimes get something of the kind (but it is always very inferior) in regard to our English railways. But what an opportunity for good newspaper and magazine advertising is here lost! Think of the illustrations—views, snap-shots and so forth—that might be employed! Think of the way in which places on the different lines—summer resorts, suburban residential districts, seaside and farmhouse homes, and all that—might be written up. There are railway advertisements in a few daily papers, but they bashfully secrete themselves in the most ordinary type, and as for smart writing, why it would be an insult to suggest such a thing to them! All that is done in these advertisements is to mention some of the towns which are touched by a given railway, and enumerate any special or cheap excursions that are being run.

* * *

It is not poverty that keeps the railways out of the enormous benefits they might reap by a suitable advertising scheme. There is plenty of money, but they are so overgrown by conservative tradition that nothing is done—though some good posters are sometimes used. The same with insurance companies. Some of these have very good posters. But their advertising, outside the London dailies (I don't complain that there is nothing very smart there; you can't very well be otherwise than dull in the *Times*), is mostly confined to insets in magazines. What are these insets? Are they bright, terse, well-written and short sermonettes on the duty of life insurance, and the special facilities of this, that or the other company? Not a bit! They are simply in the nature of an index. If you want to know what sort of rates will have to be paid for insurance in different companies, all right. The information is there. But a man who wants to know this is practically convinced already. Any solicitor of advertising will tell you,

on this same analogy, that when a customer can be got to ask, "Well, what is the rate per inch?" the battle is pretty nearly over, and the order is coming along. But the advertisements ought to be constructed so as to do the convincing for themselves! They ought to look so interesting that a proportion of the people who see them will read; and so convincing that, once caused to read, the reader will be at least induced to think seriously of acting. It is enough to make an advertising man's mouth water to think what one might do with the money that insurance offices spend.

* * *

Going back to railway advertising, there is another form of publicity often described by that name, viz., the wall signs at railway stations. Are these seen? Some people, who might be supposed to be observant, say "No"; but the method is used continuously for long periods by the same firms, and one does not see how this can be so unless it pays; though I certainly do not think that it pays as richly as newspaper advertising. George Eliot, in one of her letters, said that she always noticed these things very prominently. But one has to remember that she usually had some one looking very carefully after her, and saving her all rush and worry, so that the confusion and excitement of train-catching were not, in her case, factors to be considered, as they are when we try to estimate the effect of railway-station advertising on men. This looks as if railway-station ads ought to be good for women's wares; but it must not be forgotten that women travel less than men.

* * *

One of the most genuinely pretty advertisements running in the English papers just now is this one of Taddy's Myrtle Grove Cigarettes, a wood cut of a beautiful girl, and it serves, too, to illustrate a principle which was rather acutely pointed out to me by Dr. Bedortha, who is conducting for Mr. J. M. Richards the agency of Camelline, the California "beautifier." It is sometimes said that female heads, theatrical photographs, and so on, are inappropriate to tobacco advertising. The inappropriateness is apparent only. It needs no particular acuteness of observation to note the fact that men's attention dwells naturally on beautiful faces and at-

tractive figures of women; so that men (who are what the tobacco advertiser is after) are readily caught by such announcements as contain these features; while, if one was advertis-



ing to women, athletic, powerful and virile men would, though seemingly inappropriate, be the more really attractive advertising pictures.

For the Year Book issue of PRINTERS' INK was substituted, among English advertisers, a 24-page "Special English Number," which Mr. F. W. Sears, the London publisher of this journal, had the enterprise to get out in time for the occasion. While this special number was on the press a well-known advertiser called Mr. Sears' attention to some barefaced plagiarisms from PRINTERS' INK by a contributor to London *Fame*, named W. E. Carson. London *Fame* (I may explain) only in name resembles a New York monthly, issued under the same name, and it (London *Fame*) is a smart, ably-conducted monthly. Mr. Carson, who was contributing "Passing Notes" to *Fame*, had spared himself the labors of literary composition by the simple process of lifting here a paragraph and there a paragraph from old numbers of PRINTERS' INK. He especially "patronized" the series of articles reprinted in the little book on the preparation of advertisements which Mr. Romer edited from PRINTERS' INK a year or two ago, and it seems proba-

ble from this choice of Mr. Carson's that he must be one of the few people in England who possess that valuable primer, which is the very Lindley Murray of advertisement writing. *Fame*, as a matter of fact, was an innocent victim of Carson's theft. I have seen his receipts for money paid him by the proprietors. Of course they might have "twigged" it, but their offense is no more than carelessness. The facts were stated, with incisive commentary, in Mr. Sears' Special Issue of PRINTERS' INK, forming an admired feature of that enterprise.

Here are just one or two small advertisements that may prove interesting. The first is, no doubt, an effort on the part of a new hair-dye man to get the names of some people worth circularizing:

If every person who during 1893 and 1894 purchased some hair-dye of a London firm will write to Oswald Blanche & Co., 25 Chancery Lane, London, they will hear of something to their advantage.

The next is quoted at second hand, having been clipped from that excellent London evening paper, the *Echo*:

In the advertisement columns of a North of England paper the following extraordinary advertisement appeared the other day: "A Child of God, seeking employment, would like to take charge of property and collect rents; has a slight knowledge of architecture and sanitary; can give unexceptionable references; aged 31; married. Address J 167, at the printer's."

The next two are from the "agony" (i. e. "personal") column of the London *Standard*, in which, previously, a gentleman had advertised for the address of "the lady who sat next" him. To his touching appeal appeared the following reply:

MARBLE ARCH—The lady who sat next gentleman in omnibus last Sunday evening would like to know why he wishes to hear from her.

which he answered in the following grateful strain:

MARBLE ARCH—Most kind to reply. Expressions purely honorable. Write E. Bruce, care of Batson, 33 Grosvenor street, W. Will reply explaining.

and here, for an expectant public, the romance ended.

We may live without fools, politicians and cranks;

We may live without love, we may live without thanks;

We may live without dudes and society's fads;

But where is the merchant who can live without ads?



Sun

Readers have means with which to buy the best there is. They are discriminating, though.

If you, yourself, believe that you have the right sort of goods to sell tell **SUN** readers about them.

...The Sun...

NEW YORK.



Publishers' Announcements.

For many years THE NEW YORK EVENING POST has contained more publishers' advertising than any other daily newspaper in the United States, and the excess is now greater than ever before, as will be seen from the following statement :

151,071 lines of publishers' advertising printed in THE EVENING POST from January 1, 1894, to December 22, 1894.

165 per cent more than appeared in any New York morning paper, or in any paper in the United States, in the same period. In 1893 the excess was 116 per cent.

72 per cent more than was printed in all other New York evening papers together in the same period. In 1893 the excess was 49 per cent.

In other words, THE EVENING POST, from January 1 to December 22, 1894, contained 532 columns of publishers' advertising, and the largest amount printed in any other daily paper was 201 columns, and the amount printed in all other New York evening papers together was 309 columns—allowing twenty inches to the column.

Two conclusions may be drawn from this statement, the first that the publishers generally believe that there is one paper which pre-eminently appeals to the readers of good literature—those who buy books ; and second, that the columns of THE EVENING POST afford a practically complete reference list of new publications, and that the paper has become in a sense the official medium for such announcements.

It may be added that in no other daily newspaper in the United States is so much space given to book reviews and other literary matter. The literary notes published on Monday of each week contain the announcements of new publications, and these notes are followed by reviews which are contributed by leading writers and specialists.



Publication Office,
206-210 Broadway, N. Y.



The Evening Star

Is the oldest, largest and best newspaper in Washington. It is everywhere recognized as the favorite household and family journal, and is regularly delivered to permanent subscribers at 82½ per cent of all the occupied houses in the city. As an advertising medium it is therefore without a rival, as it practically covers the entire field.

Its advertising rates are very much lower than those of any other paper in the city, in proportion to either extent or quality of circulation, and its inflexible rule and practice are to charge everybody the same price for like service.



L. R. Hamersly,
Room 49, Potter Building,
New York Representative.

A 'XMAS AD.

Fleming H. Revell had the following placard outside their book depot in Toronto:

Breathes there a boy
with soul so dead
Who never to his father said,—
"Give me the Boy's
Own Annual?"
No, we don't believe it!

THE man who has every day something to do,
Whose store-room is crowded with customers, too—
Whose help is kept busy from salesman to lad,
Is the man who has something to say in his ad.

THE hen, though not known to be burdened with brains,
Advertises her business with judgment and pains.

She says not a word till her stock is all ready,
Then exploits it abroad with loud cackle and steady:

"Both freshness and quality still unsurpassed,
And the present lot warranted good as the last."

MANY a man of business instincts keen
Has built his fortune by the use of ink
Spread by the printer's art in letters seen
By all who read the papers: Link by link
Has forged the chain of words which pull the people to his door.

And surely thus increased he his store
Of filthy lucre, notes and shining gold;
Tall business blocks, a mansion on the hill
Remunerate his wisdom bold
And advertising skill.

THE shades of night had passed away,
The morning sun had brought the day;
There wasn't any snow or ice,
Or banner with a strange device;
But just a common sandwich man,
Who wandered on amid the van
Of people passing, short and tall,
Who never glanced at him at all.
That kind of thing is out of date—
A relic of a former state,
When newspapers were an unknown thing,
But still some merchants wildly cling
To schemes like these which seldom bring
A buyer to the store.



RUN OF PAPER.

PROCRASTINATION in advertising is the thief of time, trade and money.

NO MAN knows the a-b-c of business who has not learned the a-d-v.

INJUDICIOUS advertising is like a maid in the ice cream season—too costly a luxury for the average man to indulge in.

THE piano advertisements in the leading New York dailies during the last month have been very conspicuous and numerous.

THE advent of the millennium and the departure of the circulation liar are two events of the future that will occur simultaneously.

THE largest dry goods houses in New York, Boston and Philadelphia are the largest advertisers. They are the largest houses because they are the largest advertisers.

If a "busted" fellow worked off a copied article on some paper as original matter, he is branded as a rascal and a fraud, but if a newspaper prints a copied article as its own matter, it does not seem to be regarded as equally vicious. Still, it must be just as sinful for a publisher to deceive the public as it is for a scribe to deceive a publisher.

THE *News*, which makes a specialty of news concerning Queen Victoria, is pained to announce that her majesty is not strong as she looks, and that she requires several minutes in which to regain her royal breath. The physicians claim that she needs absolute quiet and repose, and she should accept a situation in the store of some merchant who does not advertise.—*Albion (Ind.) News*.

THERE can be no question that an advertisement in the right kind of a paper is an invaluable aid to them. This is especially true in the creamery and dairy business, which has offered such a rich field for irresponsible swindlers. When a boy we once debated the question, "Which is the mother of the chicken, the hen that lays the egg or the hen that hatches it?" In a great many cases the solicitor gets credit for new business, when in reality he simply hatched the egg that the advertisement laid. One reason why advertisements fail is that too often the advertiser never gives the advertisement a second thought after making the contract. He contents himself with the general announcement that he has a "full line of such and such goods for sale and will send a catalogue on application," or that he is in the commission business and "will be pleased to send stencil and quotations," and then very unjustly blames the paper if his advertisement fails to "pull." It should be remembered that the mission of the advertisement is simply to place the seller in communication with the buyer, and for that reason it must be worded in such a manner as to appeal to the business judgment of the buyer. It must be displayed in such a manner as to attract the eye of the reader, and then the reading matter must be of such a character as to insure a careful perusal. We have been surprised at the apathy manifested by some of our patrons when we have written them suggesting changes in the subject matter of their announcements, and offering to call attention by means of free reading notices to any specialties they may have to offer at the time.—*Farm & Dairy, Ames, Iowa*.

ONE THING AT A TIME.

YONKERS-ON-HUDSON, N. Y., Dec. 27, '94.

Editor of PRINTERS' INK:

Mr. Charles Austin Bates, your able advertisement editor, doesn't agree with me in everything, and I honor him for it. In a recent article he says that I said "the golden rule of advertising is to advertise one thing at a time, and only one thing at a time, except in special cases, and in such cases the articles should be separated by rules or borders."

I made this statement. I have made similar statements several times, and propose to make them again. In taking exceptions to my opinion Mr. Bates mentions the case of a retail druggist, who, it is said, built up a large business by advertising cut prices, his advertising consisting largely of an enumeration of medicines, and other drug-store articles, with prices attached. The success of this advertiser is not an argument against the one-thing-at-a-time principle of advertising. This druggist advertised one thing at a time, viz.: "cut prices." "Cut prices" was his watchword, and under that definite heading he enumerated the cut-priced articles.

He presented but one idea at a time—that of cut prices, and the several articles advertised in the same advertisement were a part and parcel of the cut-prices idea. To all intents and purposes this druggist made but one point at a time, and he succeeded.

It is unwise to make a definite rule for advertising. No one is master of the trade of advertising. I always take care to say that there are exceptions.

This druggist was not an exception, because he followed out the one-idea plan. The law of averages is far safer to follow than the rule of exceptions. I think Mr. Bates' "safe" rule is unsafe to follow. He says: "The safe rule is to say all you have to say about a given article, and then if there is room enough left in your advertisement talk about something else." There should never be "room enough left" in an advertisement. An advertisement should be complete, and not require padding of any kind. If a man has a given space to fill, and desires to advertise some particular article, he should fill that space with that article. If necessary, he should set the matter in larger type, and he is not creating waste space if he gives the advertisement a wide white margin. The advertiser who thinks it is necessary to get as much matter into his advertisement as he can generally makes a failure of it. A single sentence is enough to fill an entire newspaper page, if the advertiser has the business, the money and the sand to stand it. The space occupied by an advertisement has very little to do with the amount of reading matter in it, for the average advertisement should contain but a few sentences anyway, which will look well in the space of three inches, and better in the space of a column or a page.

If one will carefully study the representative advertisements of the country he will find that most of them advertise but one thing at a time, and use very few words in advertising it. The progressive retail advertisers, who fill pages in the local papers, almost invariably advertise but one thing on the page, or else divide the page into distinct sections, separating these sections by borders, or by rules, or by an arrangement of prominent headings, which make each section practically a different advertisement.

NATH'L C. FOWLER, JR.

IS THERE A PULL?

IONIA, Mich., Dec. 28, 1894.

Editor of PRINTERS' INK:

On page 6 of the Dec. 26 issue of PRINTERS' INK an article is clipped from the *Fourth Estate*. It is stated that the postage on the Year Book issue of PRINTERS' INK was \$2,000 more than second-class rates, and justifies it by the fact that it was a profitable issue to the publishers.

PRINTERS' INK has 22,250 circulation, the *Youth's Companion* thirty-five times as much. The publishers of the *Youth's Companion* annually issue a novelty catalogue called a "Premium List," which takes the place of one issue of the paper. It weighs eight ounces, half as much as the Year Book. "If Printers' Ink Year Book had gone through at second-class rates it would have saved \$2,000." The Premium List *did* go through as such and must have saved \$35,000. Are the postmasters at Boston and New York so much different, or is there a pull somewhere?

Yours, truly,

J. T. SMITH.

UNCOMMONPLACE.

"THE FREEHOLD TRANSCRIPT,"
ALEX. L. MOREAU, Editor,
JOHN B. MOREAU, Local Editor.
FREEHOLD, N. J., Dec. 26, 1894

Editor of PRINTERS' INK:

This, clipped from our columns, is some degrees removed from the commonplace:

Raisins! Raisins! Raisins!

When you want Raisins come to a

RAISINABLE STORE,

When you get your money's worth and more.

Headquarters and all other quarters, and

6 1/4 lbs. for 1/4.

THIS WEEK, NEXT WEEK AND EVERY WEEK

HARTSHORNE BROS.,

Main Street, - Freehold, N. J.

Yours truly,

MOREAU BROS.

CALIFORNIA BUGGY ADVERTISING.

SAN DIEGO, Cal., Dec. 26, 1894.

Editor of PRINTERS' INK:

The inclosed ad, from a monthly household paper printed in Los Angeles, strikes me as worthy a place in your collection of curios. For a combination of simple statement of fact and elaborated idiocy of expression this is about two lengths ahead of anything I remember seeing. If I wanted a buggy I should hunt up the firm who paid for this ad:

How much nicer it is to sit in one of Hawley, King & Co.'s buggies and think how much nicer it is to sit in a nice buggy than ride in a street car or walk, than to ride on a street car or walk and think how much nicer it is to sit in a nice buggy than ride on a street car or walk.

Resp'y,

JOHN REYNOLDS.

WANTS A VOTING CONTEST.

MACHIAS, Me., Dec. 19, 1894.

Editor of PRINTERS' INK:

I read with a great deal of interest the ads in the Year Book issue of PRINTERS' INK, and am ready to venture the opinion that no book ever published contained so many well written and attractively set up ads. Why will it not be a good idea to ask the readers of the book to express an opinion as to the best ad? Let the general appearance, the way it is written and the beauty of the designs all be considered. It may start a discussion that will be both interesting and instructive. I think there is one little thing nearly all the papers that advertised have left out that would be better if they had put in, and that is the price of the papers. I think it is quite an important item to a man about to put an ad in a certain paper, whether it is a one, two or three-cent paper. Of course that can be found out by search or correspondence, but my idea is that the retail price or the subscription price should be in all ads. What think you?

E. W. MITCHELL.

PRESBYTERIAN INDORSEMENT.

FIRST PRESBYTERIAN CHURCH.

Young Men's Department.

CHERRYVALE, Kans., Dec. 26, 1894.

Editor of PRINTERS' INK:

We wish you a very happy New Year, and with our greeting we desire to extend our most hearty thanks for your generosity in contributing literature for our reading-room during the past year. You will, no doubt, be glad to know that our work has been greatly prospered. We are now reaching through reading-room, library, night school, Bible classes, etc., fully one hundred young men. The success of the reading-room is due very largely to those who, like yourself, have contributed periodicals. For your part in this work we again thank you and trust that you will be disposed to continue your co-operation. Sincerely yours,

E. C. PHILLES.

BUT IT DID NOT ORIGINATE IN BUFFALO.

W. H. GLENNY, SONS & Co., }

BUFFALO, N. Y., Dec. 28, 1894. }

Editor of PRINTERS' INK:

SIR—In your issue of December 26 Mr. Coleman describes, in an interesting way, some of the devices adopted by *The Golden Rule* to call attention to their advertisements. This is a line which has not been worked up at all as it might be, although the cartoons published by *Scribner's Monthly* among their advertising pages show a step in the right direction. A clever, but short-lived weekly published here, *Quips* by name, had some interesting devices of this kind. One of the most successful was in stating each week that in one of their advertisements would be found a misspelled word, or misprint, and in offering a cash premium to the first reader discovering it.

Right truly,

F. A.

AN OHIO LAUNDRY AD.

"TOLEDO COMMERCIAL," }

TOLEDO, O., Nov. 26, 1894. }

Editor of PRINTERS' INK:

A local firm that prefers fence advertising to printers' ink has the following posted in front of a vacant lot: "You are not a gentleman unless you take your clothes to the Domestic Laundry." A. S. PORTER.

FINDS IT OF VALUE.

CARSON, PIRIE, SCOTT & Co., }

Retail Dry Goods, }

State and Washington Sts., }

CHICAGO, Dec. 31, 1894. }

Editor of PRINTERS' INK:

Your paper has been of much value to me and I confess to have culled many bright ideas from its columns. Yours, truly,

RALPH TILTON,

Adv. Mgr. Carson, Pirie, Scott & Co.

A COUPLE OR TWO.

ADVERTISING DEPARTMENT, }

"THE AGENTS' HERALD," }

PHILADELPHIA, Dec. 29, 1894. }

Editor of PRINTERS' INK:

Is not the meaning of this ad a little uncertain? I presume by "couple" they mean married couple, but it reads a "couple or two."

WANTED—A couple or two gentlemen for boarders; home appointments and table board first class. 114 South Spruce street.

EDWIN B. LORD.

A COLORADO COMBINATION.

SHENANDOAH, Col., Dec. 27, 1894.

Editor of PRINTERS' INK:

How is this for a combination, clipped from the Montrose (Col.) *Union*:

"IMPORTANT!"

"To my friends:

"I have concluded to add a first-class lumber yard to my tansorial parlors about May 1, when I will have the finest lumber establishment west of Denver (except Parks & Co.). I will want a sober, industrious man to take charge of my lumber department, and must come well recommended, with no bad habits.

"CHARLES FAUBER."

Yours, truly, J. H. BRANDEBURG.

THE THINGS THEY DON'T DO.

"THE CHICAGO TRIBUNE," }

Business Department. }

DEAR SIR—We do not make a practice of advertising in other publications. We do not issue a weekly edition, and have no prospectus. We have no exchange list, but to publishers allow a discount of ten per cent from our regular rates of \$6.00 per year for the daily, and \$8.00 per year for the daily and Sunday paper.

Yours truly,

THE TRIBUNE CO.

THERE ARE DOZENS OF OTHERS.

"TWICE-A-WEEK NEWS," }

R. S. Beall. }

W. H. Beall. }

MOUNT AYR, Iowa, Dec. 28, 1894. }

Editor of PRINTERS' INK:

We send you a copy of the *Firebrand*, a Free Methodist paper, published at Shenandoah, which now refuses, and always has refused, any advertisements whatever. It has been in existence several years.

Yours very truly,

R. S. & W. H. BEALL.

'Tis not the amount you have to say That makes your advertising pay; In knowing how to advertise And what to say, the secret lies.

HOW NOT TO ADVERTISE FLOUR.

There's one class of advertising that I never could see the profit in, and that's in giving away hot cakes and such things, made from Brown's 'Terra Alba' brand." Ninety-nine per cent of the people who get the samples never see any name on the flour or on the booth from which the things are dispensed; their eyes are centered on that specimen which to the miller's eye seems lumpy with the name of "Terra Alba"—and they see nothing but that diminutive chunk of free lunch which is scrambled for by the street gamins in the industrial parade or accepted without further thought by the fair recipients at the food exposition. What difference does it make to them whether "Terra Alba" or "Red Dog" is the component part thereof—"Oh, there's another place yonder where we can get such nice tea biscuits; let's go over there, Marie!" is the size of the impression the specimen buckwheat cake or the waffle makes. But a pretty little card for the children, or a really handsome calendar, or any novelty—different from another miller's ideas—they count very much more, in my estimation. How many, many people preserve as mementoes of the Chicago Fair those diminutive barrels with the "Gold Medal" label, which one of the big Northwestern mills distributed there. But there are other ways of getting up a demand for a good product, and the shrewd miller sitteth up at night pondering them over in his heart.—*Miller's Review, Phila.*

SMALL THINGS ARE WORTH ADVERTISING.

It is a common thing to hear a business man say something like this: "Yes, I believe advertising pays in certain lines, but you know there isn't anything about the goods I handle that would admit of my advertising them successfully." Most of those who make use of such an expression no doubt honestly believe that they are stating the truth about the matter. But are they? Is there really any article worth manufacturing and placing on the market that cannot be advertised to advantage? It is an undoubted fact that some of the biggest fortunes have been made by judiciously advertising the most common-place articles. And then, certainly no business man's name is so well known that it would not be to his advantage to make it more familiar with those whose trade he seeks and must secure in order to be successful.—*Shoe and Leather Facts, Philadelphia.*

TO BEGIN well is to end well.
To save well is to spend well.
To stay wise in your enterprise
Is to begin wise and advertise.

THE man who is first to fail
When a panic begins to rise,
Is the man who takes in sail
When he ought to advertise.

'Tis surprising, quite surprising,
What there is in advertising;
Men grow rich by the knack of it,
And men grow poor for the lack of it.

FULL many a coin within the pocket lies
Of men, who'd purchase if they only knew
The bargains merchants never advertise.
I wonder, Mr. Merchant, if that's you?

FEATURES THAT PLEASE.

We notice a great many advertisements of late which we think are doing their stores more harm than good, from the fact that they present the goods which the firm wishes to sell in harsh expressions which grate upon the ears of sensitive women. We also notice that some persons are in the habit of asking people to visit their stores more in a commanding tone than in a spirit of cordial invitation, and we think that this is a serious mistake. No advertiser is in a position to insist, or command any one to do anything, no matter how much he may wish, and anticipate that they will do it. Politeness and gentleness are the features of an advertisement that are apt to please the reader, and which will make a great deal deeper impression than commands will ever do. Never tell any one in an advertisement that they must do so and so, because people are usually apt to rebel against being forced to do anything which they do not voluntarily desire to do.—*Boot and Shoe Recorder.*

THE adze of carpenters of old
Was in the tool-box seen,
But modern ads themselves unfold
Within the magazine!

SCRAPE the dust from off your hinges,
Pull the cinders from your eyes;
Paint your counter fresh and cheerful,
Fling your sign and advertise.

ADS of rich men all remind us
We should plan our ads with care,
Lest, departing, leave behind us
Nothing for the hopeful heir.

Who has a shipping clerk and such,
And handles goods to beat the Dutch,
And all the town surprises?
It is the jolly merchant man
Who follows out the surest plan,
And freely advertises.



A "STOCK" AD.

ADVERTISING is not a branch of any business. It is a business.—*Mark Forrest.*

PRINTERS' INK is a condiment favorable to the nourishment of commercial enterprise.

POKER TERM: "A pair of knaves"—A man who doesn't tell the truth in his ads and a circulation liar.

ADVERTISING injudiciously is like firing a gun; the recoil is frequently painful, sometimes disastrous.

WHEN is an advertisement like the wine upon which we are admonished not to look? When it is read (red).

THE ambitious merchant who uses printers' ink for ammunition never fails to hit the bull's-eye of business.

ADVERTISEMENTS, like the American girl's waist, are often squeezed into too small a space to be attractive.

A GOOD advertisement, like interest, works while you sleep; but the man who writes the ad needs to be wide awake.

JUDICIOUS advertising, like a telescope, brings the business of the advertiser close to the eyes and minds of the people.

CIRCULATION, advertising and men are like unto each other, for upon the character of each depends the usefulness.

THE most successful hunter of this season is the advertisement. It stalks trade to its lair and leads it away captive.

I DON'T know who he is, but the editor of PRINTERS' INK says some very bright things.—*E. A. Corbett, in the Boston Post.*

FRIEND—Who was the hardest man you ever tackled to secure an order from?

Advertising Solicitor—The advertising manager of a successful daily newspaper.



F. A. FERRIS & COMPANY.

COLUMBIAN GEOGRAPHIC PUBL. CO. 3

NEW AND NOVEL.

The ingenuity of this advertisement entitles it to space for a reproduction in PRINTERS' INK. Query: Who was the ad-smith?

THE TWO MERCHANTS.

"To advertise when trade is dull,
Is useless, don't you see?"

"I advertise each day, and trade
Is never dull with me."

ACTUAL CIRCULATION.

When Harvey his discovery made,
And won a name that will not die,
The scoffing doctors all exclaimed,
"It is a circulation lie!"

DON'T BE A CLAM.

"Oh!" cried the clam with sadness,
As he slowly closed his eyes,
"I'm well known as a 'stick-in-the-mud,'
For I never advertise."

AND still the wonder grew
That one small ad could bring so much to do.

SUCCESS is always passing by,
An ad doth surely catch her eye.

If you would hear the dollars clink,
Invest a few in printers' ink.

HEED this, all ye who advertise,
Whether in prose or rhyme,
You'll not succeed unless you tell
The straight truth every time.

HE advertised extensively,
His cash he freely paid out.
He soon achieved distinction
And all competition "laid out."

A SPURIOUS ad, like any counterfeit,
Dishonors him who fain would honor it;
An honest ad this vital difference makes,
It blesses him who gives and him who takes.

THERE isn't a man in our town
Who thinks an ad will pay;
You may think they all are donkeys,
But they're not—they can't eat hay.

Two little stores stood side by side,
Trade thrived in one, in t'other died;
'Twould not be very hard, I think,
To tell which one used printers' ink.

You may have a head for learning,
Neighbors all may call you wise,
But you cannot run a business
If you do not advertise.

WHEN money is close on account of hard times,
Here's advice—just practice and preach it;
Advertise more than ever and pocket the dimes,
For money'll be so close you can reach it.

THE times are dull, as some folks say,
But these dear folks are far astray
And quite unwise.
For dullness comes to brains so dense
That will not use plain common sense
And advertise.

THERE'S many an ad not expressed in words,
Nor found in the business walks of life;
For instance, the bachelor's buttonless vest,
And pinned-up rents, causing vague unrest,
Say plainer than agate, "Wanted, a Wife."

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

ADS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

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ADS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

WANTED—Small half-tone cuts. Send proofs and prices. DUFORT, North Elm St., West-field, Mass.

WANTED—To buy newspaper or magazine property; \$10,000 to \$50,000 if first-class and cheap. "GRANT," care Printers' Ink.

HERE IT IS—A young man with \$1,500, who is fond of the newspaper business, can hear of a good opening by addressing "A," 109 Ridge Ave., Zanesville, O.

WANTED—Immediately, foreman in daily newspaper office in Eastern Penna. Must be good pressman. State wages and experience. "HUSTLER," care Printers' Ink.

THE new No. 6 Remington Standard Typewriter. Every one who has seen it! We want every one to know about it. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, N. Y.

BUS. MGR. large city daily, successfully familiar with best methods advertising, circulation and economical management, desires new engagement, with working interest. "PROGRESS," Printers' Ink.

A PRINTER, with experience in daily and weekly newspaper offices, wants work. Can do any work connected with newspaper—take charge and read proof. References. Address "W. A. H.," care Printers' Ink.

COMPETENT, energetic man to take charge of catalogue and advertising work of manufacturer of pumps and hydraulic machinery. Not some one who knows it all, but who has had experience (preferably as reporter or advertising solicitor), which can be turned to good account in this particular line. Address, stating age, experience, qualifications and salary expected. Permanent position to the right man. P. O. Box 2291, New York City.

OUR particular want is the trade of a few more leading general advertisers and advertising agents, whose demand is for the best possible work in ad display that type and expert workmen are capable of. That is our specialty. Business has developed in a short time away beyond our expectations. Our customers say that it is probably because our type is all new, and selected especially for this one purpose of ad display—sensible, striking, effective ad display. We do no printing in this department—simply do type work on ads, and furnish either proofs or plates (generally the latter), which we have made by the best electrotypers in New York City. Already we are doing the work of some of the strongest houses in the country, but of course we do not quote names; the same sort of strict confidence is maintained in this respect as in a well-regulated newspaper office, in reference to "office secrets." We pin our faith to trial orders—every one so far has made us friends, and been followed up by good business. Send us your work; and if your first order gives us a fair chance to show what we can do, we will confidently leave the future to you. PATTERSON PERIODICAL PRESS, World Building, New York City.

TO LET.

YANK, Boston. Space.

REMINGTON TYPEWRITERS. 327 B'way, N. Y.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

GOOD HOUSEKEEPING. Space.

H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. F. HUBBARD, Mgr., 38 Times Bldg., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

DEPARTMENT STORES—How about a neat little outline cut for each dept. I'll make 10 for \$5. R. L. WILLIAMS, 158 Wash. Loan & Trust Bldg., Washington, D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

PROGRESSIVE merchants, we have the finest illustrated scheme for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

ADVERTISING NOVELTIES.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

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ADV. idea \$1 per 1,000, makes you \$30. Plan 10c. Circular free. FOLIO CO., Indianapolis.

GIVE up booklets. Try a hundred inkstands. They will last years. H. D. PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CIRCULATION extended. Give new subscribers "Acme" wallet (pat'd). Retail 50c. Send 50c. for leather sample or \$1 for ENSIGN and "Acme." ENSIGN PUB. CO., St. Thomas, Ont.

FOR SALE.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

NO. 6 Remington Standard Typewriter. A development—not an experiment. Many notable improvements successfully incorporated into this new model. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, New York.

PRINTING outfit for sale cheap. The complete printing outfit of the Toledo SUNDAY JOURNAL is offered for sale cheap for cash or its equivalent on time. Reasons for selling: Use of Mergenthaler machines and web press. Outfit consists of Cottrell 2-revolution, 4-roller press (7-column quarto), Erie folder, 10-h.p. Otto gas engine, belts, hangers, pulleys, fast and loose-power elevator, brevier and nonpareil type, imposing stones, proof press, racks and cases, everything suitable for the production of a 7-column, 8 or more page weekly paper, or daily of small circulation. THE JOURNAL COMPANY, Toledo, Ohio.

SPECIAL WRITING.

IT pays to advertise. Then use my "Ed. copy." for it advertises your paper. G. T. HAMMOND, Newport, R. I.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

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VICK'S 200,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

P. PRINTZ, distributor of advertising matter. 730 9th St., N. E., Washington, D. C.

ADV. matter placed before 300,000 people. D. C. ADV. BUREAU, Sharon, Mercer Co., Pa.

ADVERTISING AGENCIES.

A LL take ads for VICK'S.

A LL take ads for VICK'S.

A LL take ads for VICK'S.

A LL take ads for VICK'S.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

STANLEY DAV, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing. So, advertising. THE JOHN BRATTON CO., Atlanta, Ga.

"EXPERIENCE keeps a dear school," but other people's experience is cheap enough. It won't cost you a cent to get the benefit of our 20 years' experience at the business of making advertising pay. We have learned the lesson. Shall we send you our little leaflet on the subject, free? DODD'S ADVERTISING AGENCY, Boston, Mass.

MISCELLANEOUS.

G GOOD HOUSEKEEPING. Excellent.

G GOOD HOUSEKEEPING. Excellent.

V VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

V VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

V VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

V VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

F OR high-grade printing. THE LOTUS PRESS, 140 West 23d St., N. Y.

R. R. freight charges reduced. AM. TRANS. PORTATION BUREAU, Providence, R. I.

S END cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

39 CENTS for a rubber band dater. 3 for \$1. Prints all the months, years 1886 to 1891, figures 0 to 99, "and'd," "rec'd," "acc'd," "paid," "ent'd." E. G. HALT, 1616 Halsey St., Brooklyn, N. Y.

ADDRESSES AND ADDRESSING.

F ENVELOPES, cards, wrappers, etc., addressed for mailing, \$1 per M. Delivery guaranteed. J. C. TOWNSEND, Minneapolis, Minn.

L ETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

5,000 FIRST-CLASS, new cash order addresses. Will send typewritten list of the whole lot for ten dollars, cash with order. Address H. L. GILMAN, Waterville, Me.

3,000 FRESH, cash-order agents' addresses, received since Oct. 1, '94. Just ready; not used yet; classified by States. Only \$3. Be quick. S. M. BOWLES, Woodford City, Vt.

L ETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 113 Dearborn St., Chicago, Ill.

12,568 NAMES of officeholders of N. Y. City (official list), drawing nearly twenty million dollars salaries annually, together with their home addresses and office and amount of salary they receive, will be sent upon receipt of only one dollar. P. C. KULLMAN & CO., 91 Christopher St., N. Y.

PRINTERS.

V AN BIBBER'S Printers' Rollers.

F OR high-grade printing. THE LOTUS PRESS, 140 West 23d St., N. Y. City.

P LAIN printing neatly done; 50,000 32s circular, \$10; 16s, \$16; WALTER MAYER, Madison, Wis.

P RINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRENNAN, 201 to 205 William St., N. Y.

NICHOLS' Perfect Order and Record Book for printers saves time, labor and losses. No journalizing. 3,000 orders only \$3.00. Sold by typefoundries or FRED H. NICHOLS, Lynn, Mass.

PRESSWORK of the highest quality; prices just right. We do the presswork on Printers' Ink and Munsey's Magazine. Is yours as well done? FERRIS BROS., 324-330 Pearl St., N. Y. City.

HERE is a chapter from the experience of one New York publisher that may interest other publishers. If the reader knows *Neuesperdom*, he will, perhaps, agree to a more or less general opinion that it is one of the handsomest trade papers in the country. Well, when its publishers—something over a year ago—determined to enlarge and improve the journal, with a view especially of securing the most sightly and striking typographic display of ads, he canvassed the city over for a printer that had the facilities he sought. He is a practical printer, and knew what he wanted—but he couldn't find it. So he installed his own composing-room plant—right in the World Building—and equipped it with a carefully made selection of modern faces of type and all other needed material, without its match in the city. Now he wants to do the entire mechanical production for a few other first-class periodicals—monthly or weekly—trade or class journals—preferred—and offers his personal supervision of the work, together with extended experience as a publisher. He isn't in the market to bid for everything that's going; he wants the trade of publishers who rightly appreciate the importance of fine appearance in reading matter, and ads that are striking and effective, besides painstaking presswork and binding. Prices are not gilt-edged, even if the work is. If this ad has interested you clear to the end, you ought to write or call. PATTERSON PERIODICAL PRESS, World Building, New York.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR STREET CAR Advertising, everywhere, **GEO. W. LEWIS CO.**, Girard Bldg., Phil'a, Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **LOHN BROS.**, Temple Court, N. Y.

BOOKS.

OLD books bought and sold. Send stamp for list. Address **A. J. CRAWFORD**, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

VEST-POCKET size, carefully indexed. Quotations from Shakespeare, Milton, Byron, Pope and others on adv., mar., deaths, prosperity, improvement, etc., etc. Just the thing for advertisers, reporters, editors and writers in general. Toned up your work. Edition limited. Order quick. Paper, 50c.; leather, \$1, postpaid. **DEMOCRAT**, Ashion, Ind.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

FOR high grade printing. **THE LOTUS PRESS**, 140 West 23d St., N. Y.

ENVELOPES, printed, white, 100,000, \$54; 50,000, \$34; manilla, 100,000, \$53; 50,000, \$28. **GAZETTE**, Newark, N. Y.

THE only ad STIRE to be read. Write to **ALBERT B. KING**, 57 William St., about it.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174 10 Spruce St., New York. Special prices to cash buyers.

\$5—WE'LL print 500 each note-heads, bill-heads, envelopes and cards; first-class stock. Send for samples. **LOUGHLIN BROS.**, 150 Maiden Lane, N. Y.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. **G. F. VAN WYE**, Masonic Temple, Chicago.

50 CENTS pays for a good revolving rubber stamp dating stamp. Prints all the months, years from 1894 to 1899. Figures 0 to 99. "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." **D. Y. MAILETT**, 78 Reade St., N. Y.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6 1/2 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$6.50. Satisfaction guaranteed. **SHEROCK**, Printer, Zanesville, O.

PRINTING INKS—Best in the world. Carmines, 15 1/2 cents an ounce; best Job and Jet Black ever known, \$1.50 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

REMINGTON Standard Typewriter. The new No. 6 model supplies greater permanence of original alignment, improved spacing mechanism, lighter and much improved paper carriage, of greater capacity. Easier and faster operation, with improved quality of work. Better and more economical ribbon movement, and numerous other useful and convenient devices.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

THE HARDWARE DEALER—A magazine for dealers. 78 Reade St., N. Y.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

IF you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE**, 38 Park Row, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

IF YOU want to reach the German farmers, advertise in the **HAUS UND BAUERNFRUND**, Milwaukee. It does the work thoroughly.

PIQUA (Ohio) CALL, 1,515 daily circulation, the leading Ohio country daily. Compare it with the other papers published in Piqua.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON**, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

THE EVANSVILLE JOURNAL CO. have placed on file with **PRINTERS' INK** sworn affidavits of circulation of their publications, **THE MORNING JOURNAL**, **EVENING NEWS**, **SUNDAY JOURNAL-NEWS**.

FOR a customer, who was secured through our ads in **PRINTERS' INK**, we are printing a souvenir book. Although there are one or two minor restrictions, it promises to be a gem of the printer's art. We are specially qualified for this kind of work, and are confident that the results will be a source of mutual pleasure and satisfaction. This gentleman was so pleased with specimens of our printing that he said he had "started out to find a meteor and had discovered a comet." If you are looking for a high-grade printer, turn your telescope in the direction of **THE LOTUS PRESS**, 140 West 23d St.

ARE you advertising in Ohio! We take it for granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 2,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500, are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **NEWS** and **TIMES** are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address **H. D. LA COSTE**, 38 Park Row, New York.

MERCANTILE LAW.

C'AVANAGH & THOMAS, Commercial Law-
yers, Omaha, Nebraska. Collections of
wholesalers personally handled in Nebraska, Col-
orado, South Dakota and Western Iowa. Will go
anywhere at any time. Largest mercantile law
business west of Chicago. Nebraska mercantile
laws complete and telegraph code furnished on
application, gratis. Write us. Reference: W.
& J. Sloan, New York City.

ADVERTISEMENT CONSTRUCTORS.

BATES.

A D-SMITH.

B BRETT. Ada.

BARGAINS in ads this week—four for \$1.
BRETT.

CHARLES AUSTIN BATES, Vanderbilt Bldg.,
New York.

FOR high-grade printing. THE LOTUS PRESS
140 West 23d St., N. Y.

VICK'S MAGAZINE'S own artist will make
special designs for advertisers.

VICK'S MAGAZINE'S own artist will make
special designs for advertisers.

VICK'S MAGAZINE'S own artist will make
special designs for advertisers.

VICK'S MAGAZINE'S own artist will make
special designs for advertisers.

MY ad copy brings that additional business
you want. H. MARSDEN, Newtonville, Mass.

BUSINESS literature—Interested? I assume all
details of writing and printing. CLIFTON
WADY, Somerville (Boston), Mass.

ADS in verse are like a chime, rerung in mem-
ory oftentime. Advertisements written in
verse or prose. E. L. SMITH, Codman Bldg.,
Boston, Mass.

WRITING catalogue for shoes, 2 booklets for
patent medicines, series of ads for a cloth
house and a lot of matter for a wholesale whisky
house. That's enough for this week. Ready for
you next week. JED SCARBORO.

BUSINESS dragging! Needs a tonic! Want a
remedy! Two or three salient pointers
from you, together with a stamp, will merit a
little good advice from me. F. MCC. SMITH,
Loan & Trust Bldg., Washington; Equitable
Bldg., Baltimore.

TO retailers only: Jot down a few rough
points about the lines you wish to push
hardest, and I will prepare 5 good ads for \$3.
Your money back without a murmur if I can't
suit you. This offer is good until Feb. 10. JED
SCARBORO, Box 6, Station W, Brooklyn, N. Y.

"BUSINESS—new business—and a heap of it,"
is what you are after. So am I. I would
like to write your advertising literature if you
want the kind that brings business—really the
cheapest kind after all. The best way to find out
what I can do for you is to write and tell me
what you are aiming at. I may help you to hit.
WOLSTAN DIXEY, 38 World Bldg., New York.

"THERE is more art in the use of plain En-
glish and plain type than in all the elab-
orate illustrations and intricate typography in
the world."—*Printers' Ink*. If you want ad-
vertising matter of any kind written in the very
plainest of plain English, send along the facts.
Don't send any money until you first see how
you like the matter. Begin the new year by be-
ing your own judge. BERT M. MOSES, Box 263,
Brooklyn, N. Y.

MEDICAL ADVICE is necessary in writing ads
on medical subjects. I have the best phy-
sician in this city for consultation. I talk over
my subjects with him, and discuss my work
from all points. The result: Medical ads that
are right—technically correct, and written so
that they may be understood by any one. This
kind of an ad may cost more than others—\$6 to
\$10—they're worth the cost. W. W. BRETT 261
Broadway, New York.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of
floral electrotypes.

PAY \$1.50 and get our best half-tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants. CHICAGO PHOTO EN-
GRAVING CO., 185 Madison St., Chicago.

ELECTROTYPING—Our patent light-weight
metal, like Johnston's ink, tried once used
all the time. Good work—moderate prices.
WM. T. BARNUM & CO., New Haven, Conn.

IF you are an advertiser get Craske's prices on
electros. Work and prices the best. You
can ask Johnston, of Printers' Ink. Address
CHAS. CRASKE, 46 & 47 Hoose St., New York.

THE best ad can be spoiled by a poor printer.
We display ads so they will catch the eye,
and also furnish electros. Address WM. JOHN-
STON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing
sure—you can't make your own cuts.
Think of us; \$1.50 for best half tone cut; prices
like that and work the best. CHICAGO PHOTO
ENGRAVING CO., 185 Madison St., Chicago.

ARRANGED BY STATES.

Advertisements under this head, two lines or more
without display, 25 cents a line. With display or
black-faced type the price is 50 cents a line. Must
be handed in one week in advance.

ALABAMA.

ALABAMA papers are shy about exploiting
their merits.

ALASKA.

NO Alaska paper is big enough to advertise in
PRINTERS' INK.

ARIZONA.

ARIZONA papers are too modest to advertise
here.

ARKANSAS.

THE best paper in this State hesitates about
asserting its excellence.

CALIFORNIA.

LOS ANGELES TIMES—Southern California's
great daily. Foremost advertising medium.

COLORADO.

COLORADO papers want page advertisements
and have no use for small, classified an-
nouncements.

CONNECTICUT.

WEEKLY TIMES: Hartford, CONN.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is
covered by them. By special trains and by pony
expresses these two papers are delivered Sunday
morning all over Connecticut. Special editions
are sent into Hartford, New Haven, Meriden,
Danbury and Ansonia.
Combined circulation, 80,000. 150,000 Readers

THE UNION, Bridgeport, Conn.
Daily, 7,500. Weekly 2,500.
Western Connecticut thoroughly covered by the
TWO UNIONS.
O. L. MOSES, New York Representative, 600
Vanderbilt Bldg. THE UNION PUBLISHING
CO., Bridgeport, Conn.

THE HARTFORD TIMES.

WILLIE O. BURE, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the
Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

DELAWARE.

Is such a little State.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can
be had here.

FLORIDA.

THE ST. AUGUSTINE NEWS reaches the right
kind of people at the right time and in the
right way. FRANK G. BARRY, pub. Utica, N. Y.

IDAHO.

ADVERTISING IN PRINTERS' INK costs too
much, unless one has something really
worth saying.

ILLINOIS.

INFLUENCED by its metropolitan city, Illinois
is opposed to advertising in newspapers; but
is strong on posters and circulars.

INDIANA.

THE COURIER, Indianapolis. The leading
inter-State negro journal. Circulation,
3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

TRI-STATE MEDICAL JOURNAL of Keokuk is
the only professional magazine in Iowa.

SHREWD advertisers should see that their
contracts call for the Dubuque TELEGRAPH.
It is the leading daily and weekly in Eastern and
Northern Iowa, and has a large circulation in
Iowa, Northern Illinois and Southern Wisconsin.
Its rates are lower per thousand and circulation than
other papers in the West. Leading advertisers
use it, why shouldn't you? Send for sample cop-
ies and rates.

KENTUCKY.

WANT to sell anything to horsemen? Ken-
tucky STOCK FARM reaches them.

LOUISIANA.

SO. N. PRESBYTERIAN, New Orleans, wkly cir-
over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MASSACHUSETTS.

40 WORDS, 6 days, 60 cents. ENTERPRISE,
Brockton, Mass. Circulation, 7,500.

WONDERFUL!—Send 10c. to FRANK HARRI-
SON, Boston, Mass., and see what you will get.

NEW BEDFORD (Mass.) JOURNAL. Daily aver-
age over 4,000. Remember us when placing
ads in Southeastern Massachusetts.

MAINE.

THE HOME TREASURY, Augusta, Maine,
proves 50,000 copies per month.

ADs IN THE INDEPENDENT, Farmington, Me.,
produce results and mail orders.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 15,000 copies.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MARYLAND.

DON'T take much stock in advertising; but
when it must be done wants more space.

MICHIGAN.

DETROIT SUNS, 115,000 weekly.

SAGINAW COURIER-HERALD. Daily, 6,000;
Sunday, 7,500; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered di-
rectly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n
in No. Mich. Full Assoc'd Press dispatches.

DETROIT SUNS, ILLUSTRATED and SUNDAY,
circulation, 115,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading pa-
per in Michigan, outside Detroit. 13,000 daily.

SAGINAW evening and weekly NEWS. Largest
circulations in the Saginaw Valley, Michigan.

DETROIT ILLUSTRATED SUN, weekly, 97,537;
SUNDAY SUN, 25,238. Adv. office, 517 Tem-
ple Court, New York City. Books and pres-
room always open to inspection of advertisers
or their representatives.

RESULTS—Advertise where you will get pay-
ing returns. Advertisers are well pleased
with the ILLUSTRATED and SUNDAY SUNS,
Detroit, Mich. Advertising office, 517 Temple
Court, New York City. Write for full particu-
lars. Circulation, 123,973 weekly.

SAGINAW COURIER-HERALD is the leading
newspaper in Northern Michigan. Issued
mornings except Mondays, Sunday and Weekly.
Daily, 6,000, est. 1879; Sunday, 7,000; Weekly
14,000, est. 1887. Saginaw (pop. 50,000) is the third
city in Michigan. For further information ad-
dress H. D. LACOSTE, 38 Park Row, New York.

MINNESOTA.

THE DULUTH NEWS-TRIBUNE—The only
morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Du-
luth, Minnesota. The average daily circulation
now exceeds 7,000 copies. Daily, Sunday and
weekly editions. New rates of subscription:
Daily and Sunday, per annum, \$5; daily and
Sunday, per month, 50c.; daily, per annum, \$4;
daily, per month, 40c.; weekly, per month, \$1.
PERRY LUKENS, JR., Eastern Advertising Agent,
73 Tribune Building, New York. A. E. Chantier,
Editor and Manager.

MISSISSIPPI.

LIKE the violet seeks seclusion.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est.
1850. Circulation 32,000. Brings results.

THE PACKER, Kansas City, Mo. Fifth in cir-
culation of Missouri newspapers. First in
circulation of the trade papers of America.
Reaches meat packers, butchers, stockmen, gro-
cers, general merchants, grain and produce
shippers and receivers. Best market paper pub-
lished.

MONTANA.

A **NACONDA STANDARD.** Circulation three times greater than that of any other daily or Sunday paper in Montana; 10,000 copies daily.

NEVADA.

T **HE WEEKLY COURIER,** Genoa. Six pages. All home print. Leads in Nevada.

NEW HAMPSHIRE.

A **DVERTISES** for summer boarders only, and they are not in season now.

NEW JERSEY.

A **TLANTIC REVIEW,** Atlantic City, guarantees a daily circulation of 1,500. It's a leader.

B **RIDGETON (N. J.) EVENING NEWS** leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 30 cents an inch an insertion.

THE EVENING JOURNAL,
JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW MEXICO.

T **OO dry** to advertise much.

NEW YORK.

V **ICK'S 200,000.**
East of Rockies, 184,519. Fact.

V **ICK'S 200,000.**
East of Rockies, 184,519. Fact.

V **ICK'S 200,000.**
East of Rockies, 184,519. Fact.

V **ICK'S 200,000.**
East of Rockies, 184,519. Fact.

T **HREE trial lines 25c.** in Watertown (N. Y.)
HERALD—30,000 readers.

F **OR any good business it will pay to use THE**
CHRISTIAN ADVOCATE, New York City.

T **HE NATIONAL PROVISIONER,** organ of the
meat & provision industries, 234 Pearl St., N. Y.

T **HE LADIES' WORLD**
Circulation Map

Will interest you.

S. H. MOORE & CO., Publishers,
New York, will send it, together
with an estimate on your advertisement.
RATE LOW! CIRCULATION LARGE!

F. M. LUPTON'S popular periodicals, **THE PRO-**
PLE'S HOME JOURNAL and **THE ILLUSTRATED**
HOME GUEST, 500,000 circulation, 500,000 copies
each issue. Advertising rates, \$2.00 per agate
line, less time and space discounts. For sample
copies and further particulars address **F. M.**
LUPTON, publisher, 106 & 108 Reade St., N. Y.

Albany's Most Popular Daily.

Circulation 17,400.

Albany's Great One-Cent
Newspaper.

This is to certify that the Circulation of
THE DAILY PRESS AND KNICKER-
HOCKER is constantly increasing and that
the number of copies printed this day was
17,400.

W. D. KELLY, PRESSMAN.
State of New York, City and County of Albany.
Sworn to before me this 16th day of Novem-

ber, 1894.
JOSEF J. GAILLOUX,

Notary Public, Albany, N. Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and
Sunday Press.

THE HOUSEWIFE,

New Office, 114 Nassau St., N. Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and
Specimen Copies.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

The Leading Illustrated Paper of
America is

LESLIE'S WEEKLY.

Every Live Advertiser recognizes
this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,
110 Fifth Ave., New York.

NORTH CAROLINA.

P **REFERS** local patronage, which pays better.

NORTH DAKOTA.

T **OO cold** to advertise in the winter.

OHIO.

T **HE NEWS** is the only Sunday paper in Zanes-
ville. Try it.

L **ARGEST circ'n** of any Prohibition paper in
nation: **BEACON AND NEW ERA,** Springfield, O.

D **AYTON MORNING TIMES AND EVENING**
NEWS. Combined circulation 14,000 daily.

Y **OUNGTOWN VINDICATOR,** 7,500 daily, 5,300
weekly. Leading newspaper in Eastern Ohio.

"THE leading Ohio country daily—**THE Piqua**
CALL—receives the Associated Press re-
port.—**New York World.**

F **INDLAY (O.) REPUBLICAN,** despite untruth-
ful statements by others, circulates 2,000
more daily and 500 more weekly than any local
competitor.

THE TRI-STATE GROCER visits the grocers and
produce merchants of Ohio, Ind. and Mich.
weekly. If you are not in it, it will pay you to
write to **TRI-STATE GROCER CO., Toledo, O.**

PIQUA, Ohio, has grown to be a city of 13,000.
It is the third city in this country in the
production of linseed oil, and "Piqua brand" of
strawboard stands at the head. There are only
13 cities in Ohio whose manufacturers pay a
greater amount for labor.—**New York Tribune.**

THE Piqua, Ohio, CALL is the only daily paper
between Toledo and Dayton and Columbus
and Indianapolis which receives wire news—
having the exclusive Associated Press franchise.
It has a circulation of 1,515 copies daily, and is a
live, progressive newspaper. Piqua is connected
by electric railway with Troy, Ohio—a town
seven miles distant, having a population of 4,000,
and **THE Piqua CALL** has a greater circulation in
Troy than any Troy daily. For prices for space,
copies of the paper and any further informa-
tion, address **H. D. LACOSTE, 38 Park Row, N. Y.**

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading
morning paper in the Territory, accepts ad-
vertising with the distinct and positive guar-
antee that it has double the paid circulation of
any newspaper published in Oklahoma. **F. B.**
LUCAS, Adv. Mgr.

OREGON.

WANTS more space—or none.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

EDUCATIONAL INDEPENDENT, school w'kly. EDINBORO PUB. CO., Edinboro, Pa.

THE BEST LOCAL DAILY in Pennsylvania is the CHESTER TIMES. 30,000 desirable readers in the garden spot of the Keystone State. W. LACE & SPROUL, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.

For guaranteed circulation see Rowell's Directory. Always the leaders.

Always best mediums for advertisers' purposes.

RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation 50,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

NOTHING to advertise.

TEXAS.

THE POST: Houston, TEXAS.

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

UTAH.

WANTS more space or none at all.

VERMONT.

BURLINGTON DAILY NEWS, a new, live, one-cent newspaper. It gets there.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

"In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

THE TYPOGRAPHICAL REVIEW reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

SEATTLE POST-INTELLIGENCER guarantees advertisers double the circulation of any other paper in the State of Washington. Eastern office, 93-94 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognised exponent of all the best interests of Spokane and the vast country tributary to it.

WEST VIRGINIA.

NO occasion to advertise since the passage of the Wilson Bill.

WISCONSIN.

BOYCOTT'S NEWS BUDGET, 8-page weekly. Over 12,000 circulation guaranteed.

ALL leading advertisers stay with the German weekly EXCELSIOR, Milwaukee, Wis.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WYOMING.

THE ladies will not allow its newspapers to use PRINTERS' INK.

CANADA.

WANTS reciprocity—not advertising.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD. ANDREAS & CO., 88 Broad St., Agents. Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 25 weeks, for \$13, 6 months for \$6.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$20 a year, or \$2 a month, for each line of *pearl space* occupied by the whole advertisement.

ADVERTISING.

PROGRESS, Washington, D. C.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Eli), St. Louis, Mo.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.

WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

INLAND ARCHITECT, Chicago. Best in West.

CARRIAGES.

VARNISH, Philadelphia, Pa.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

NAT. DAIRYMAN & DAIRY MES'GR, K. City, Mo.

HARDWARE.

THE HARDWARE DEALER. Actual average circulation past year, 8,430. 78 Reade St., N. Y.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

LITERARY REVIEW.

"TO-DAY," Phila., Pa. The \$1 Review.

MACHINERY.

MACHINERY, 413-15 Pearl St., New York.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

Medical Herald, St. Joseph, Mo.
Tri-State Medical Journal, Keokuk, Iowa.
Medical Fortnightly, St. Louis.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPEWRITING.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (Eli), St. Louis, Mo.



**LOOK
AT IT
THIS WAY—**

You are a publisher. You are, too, a reader of PRINTERS' INK. You have come to feel well acquainted with many of the advertisers in it. Should you have occasion to buy certain commodities there are men who would get your money to-day who would not have got it had they not advertised in PRINTERS' INK.

If their advertising has won you as a probable customer why can't you win customers in the same way? Why not make your paper known to men who buy advertising space? You can do it by putting your paper's ad in PRINTERS' INK.

From
JOHN CUTLER,
Newton, Mass.

PRINTERS' INK FOR NOV. 28th, 1894, The Year Book Issue

J. A. CAMP.

C. O. VIGREN.

MIDLAND ADVERTISING CO.,

213 Iowa Loan and Trust Building. P. O. Box 543.

Jobbers of Advertising Novelties,
Iron, Glass, and Tin Signs, etc.

DES MOINES, IOWA, December 29, 1894.

PRINTERS' INK, New York, N. Y.

GENTLEMEN—Believing we can sell a dozen or fifteen of the Year Books here, we write for your lowest CASH PRICES per dozen. Kindly mail us sample Year Book and oblige. We would like to have the Midland Advertising Co. put on PRINTERS' INK subscription list. Kindly do this and mail bill, and oblige,

Yours truly,

MIDLAND ADVERTISING CO.,

P. O. Box 543.

Inasmuch as the Post-Office Department will not distribute the interdicted issue of PRINTERS' INK without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully five thousand copies on hand in excess of those intended for the ordinary demand, this is to make known to interested parties, everywhere, that we will receive and execute orders for this book at 10 cents each or \$10 a hundred, until the edition is exhausted, and will prepay the postage or freight in every case. Address, with CASH,

PRINTERS' INK, 10 Spruce St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,768 copies; for the last six months, 19,875 copies; for the last three months, 21,225 and for the last four weeks, 25,550 copies.

OFFICES: No. 10 SPRUCE STREET.

NEW YORK, JAN. 9, 1895.

IF it was possible for every one to advertise successfully no art would be required in advertising.

A NON-ADVERTISING merchant may worry about the poor business he does, but his clerks are not likely to lose any sleep over it.

THE woods are full of journalistic failures posing as ad-smiths, but the genuine article is not so plentiful and is generally pretty busy.

THERE is scarcely a paper published which caters to an ignorant and depraved class of readers that circulates to any extent in the rural regions.

IT is the success of more intelligent competitors rather than their own failures which causes some men to wish there was no such thing as advertising.

AS THERE are few articles so generally used and that sell for so large a profit as writing ink, it is surprising that it is not more extensively advertised.

AS FEW people who arrive in a strange city care to put up at a hotel they never heard of, one is constrained to believe that if some of the New York hotels were advertised in the newspapers of St. Louis, Chicago, Cincinnati, etc., and some of the hotels in those cities were to seek publicity in the New York papers, the increase of business which would result could hardly fail to make the money expended a profitable investment.

THE best evidence that things are beginning to boom in the advertising business is the lovely smile of satisfaction and the new suit of clothes the average ad solicitor is wearing.

AT THE present time any New Yorker out of employment can ring up a messenger boy and have him insert an ad in the situation-wanted columns of one of the morning papers without the necessity of paying a cent to the boy or to the paper.

MESSRS. NICHOLS & COSGROVE, attorneys and counselors at law, at Cohoes, N. Y., are responsible for the statement that "most publishers lie flagrantly in regard to their circulation, thereby compelling all competitors to resort to similar practice in order to maintain an appearance of equality."

ACCORDING to a table of advertising rates published in the *Fourth Estate*, the cost of an ad on the first page of the *New York Post* is four times greater than for one on the last page, while an ad on the first page of the *Herald* is five cents a line cheaper than on the last page.

THE merchant who curtails his advertising expenditure in order to reduce expenses is generally successful beyond his utmost expectations, as a decrease of one hundred per cent in the volume of business transacted frequently enables a man to reduce his expenditure at least twenty per cent.

WHEN a man has been engaged in advertisement writing many years he may have lost a good deal of his brightness and originality, but the experience he has gained, by enabling him to know what not to say in an ad, generally makes his work much more reliable and satisfactory in every other respect.

THE Fidelity & Casualty Company, of 140-146 Broadway, N. Y., has decided to issue to clients guarantees that the goods sold by them will be as represented. According to the company's prospectus, in order to make this system of insurance effective, it will grant such clients the right to state in their advertisements that the guarantee of the company will be given when desired with each invoice of goods sold, and it will issue its guarantees in cou-

pon-form in amounts stated on the face of the coupon, which guarantees will become effective when properly dated and signed by the seller.

As BUSINESS men usually receive a double quantity of mail matter on Mondays it would, perhaps, not be unwise if circular advertisers were to mail their ammunition so that it will not reach its destination on that day.

As AN editor cannot realize the trials and temptations to which the poor business manager is subject, he should try to restrain his natural anger and indignation when, as a result of an order from the counting-room, a few of his editorial gems are crowded out in order to make room for some liver cure or baking powder business.

ILLITERACY AND ADVERTISING.

The art of advertising has attained a development during the past half-century that is marvelous; the familiar assertion that "advertising pays" is no longer simply a theorem, but has become an axiom; and the value of space in newspapers and periodicals is now universally recognized by business men of sagacity and intelligence; but notwithstanding these facts there exists a silent enemy to the advancement of advertising which tends to deteriorate its value and places a barrier in the highway that leads to perfection; and this enemy is illiteracy. There is no advertiser, however enterprising he may be or whatever the amount of his appropriation for securing publicity, who can reach *all* the people, because the percentage of illiteracy among the people cannot be overcome by enterprise or money. Yet the illiterate individual must be as extensive a purchaser, and therefore as important a factor in trade as his more educated brother; from which logic it must appear that the conquest of this foe to publicity would greatly enhance the value of advertising.

A study of statistics of illiteracy and their application to advertising is interesting. In 1890 it appears that of the total population over ten years of age, 12 per cent, or one in every eight, were illiterate—not able to either read or write. This would seem astonishing at first glance, but comparing these figures with those of ten

years earlier we find that the proportion of illiterates has decreased during a decade by 30 per cent. This is encouraging, and gives rise to the hope that the day will come when illiteracy will disappear altogether, at least so far as our native Americans are concerned. Among the foreign-born the comparison is unfavorable, this class showing an increase of 1 per cent of illiterates since 1880, accounted for by excessive emigration and the character of immigrants. Among the colored population the percentage is 56; but here we find a very encouraging comparison, for in 1880 the proportion of colored illiterates was 70.

The illiteracy of the country is, therefore, mainly represented by the foreign-born and colored elements, and the States in which it is most prevalent are those of the South. Indeed, throughout the cotton States the proportion ranges high, being 40 per cent in Mississippi, 41 in Alabama, nearly 40 in Georgia and 45 in South Carolina. In the Northern States the average is between 5 and 6 per cent.

From these facts it can readily be seen that, although illiteracy is gradually decreasing, it still presents a not insignificant front to oppose the march of enterprise—especially in some regions. And backed up, as it is among the negroes, by superstition and traditions, it will be difficult, in fact impossible, to overcome until the present generation has passed away. Illiteracy not only limits the possibilities, but also decreases the probabilities, thus lowering the true intrinsic value of advertising. These statistics also teach advertisers an important lesson regarding newspaper circulation, namely, that its proportion is limited by the proportion of illiterates. If this is borne in mind, the quality of a medium's circulation can be more easily ascertained and its value more accurately determined. A newspaper that reaches 12 per cent of the population in the Southern States completely covers the field, while in the North it must reach 19 per cent. This is because the former has a basis of only 60 per cent on which to found its circulation, but the latter has 95 per cent.

JAMES B. KIRK.

It is easy to sell goods the virtues of which are known—therefore advertise the virtues of your goods.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

L. L. WALTON & Co.,
Apothecaries.

WILLIAMSPORT, Pa., Dec. 22, 1894.

Mr. Charles Austin Bates, New York, N. Y.:

DEAR SIR—What depreciation in the value of an advertisement is caused by typographical errors? and when such errors do occur, should an advertiser pay the full rates? For example, we contracted recently for six "ads" with a certain daily, one to appear each day, and paid double rates for special position. The errors were misspelled words, and not the fault of the copy.

Yours very truly, L. L. WALTON & Co.

The depreciation in the value of an advertisement caused by a typographical error depends entirely on the character of the error. I should not think that a misspelled word would really make very much difference. Of course, it is not right, and the advertiser is justified in making a complaint about it. I have known such mistakes to be corrected by the repetition of the ad with the word spelled right. I am inclined to believe that most newspapers would be willing to do this. Such things are generally settled by the exercise of a little courtesousness on the part of both the paper and the advertiser. I believe that newspapers are generally willing to do really more than the fair thing in such matters.

The advertisement in which the mistakes mentioned by Walton & Co.

Jes' 'Fore Christmas

Drop in at our drug store and see the **PARIS** case. We have it filled with the *choisist* creations right from the home of the perfume industry—just the very things for an exquisite Christmas gift to a lady friend.

The Specialty is **VIOLET**—perfume powder, soap, toilet water—the quality *superb*, the package a work of art.

L. L. WALTON & CO.,
Apothecaries.

occur is rather a good one. The best feature about it is that it makes a strong point of the one perfume, while

at the same time all of the goods in that line are advertised.

Just to show what use can be made of a ready-made ad, I reprint this one, which is sent me by Mr. E. French, of Red Bank, N. J. It is adapted

A Woman's Approval

Counts! *Eccce*. We want a woman's approval. What woman's? Yours, madam. It is that precisely for which every man in our establishment is laboring cheerfully and persistently. Suppose you gave a dinner or an evening social; its success and your satisfaction would be in proportion to the graces and bright intellects of the guests. The success of your home depends upon the attractions you bring into it. Thus in our **COAL** you will find a guest who has on tap at your bidding the choicest efforts for your success in catering to your friends, either at dinner or socially.

Hot and lasting for use in the kitchen range.

Bright and glowing warmth for the parlor heater.

The next order for Coal you give, try us.

ALLEN'S.

S. E. cor. Ninth Ave. and F St., Belmar, N. J.
P. S. We also carry a stock of choice Grain, Feed and Hay, as well as Coal.

from his advertisement for a periodical, which appeared in **PRINTERS' INK** Nov. 7th. This time it is used for coal, and it makes a first-rate coal ad.

In Meriden, Conn., Mr. S. Bernstein, a clothier, who has recently had a fire, is doing some advertising which I should think would be rather attractive. His loss was settled by the insurance company, and on the strength of this he has made a sale. The goods are sold at the regular prices, but on each garment is pinned some money. For instance, for a fifteen dollar suit a customer pays fifteen dollars, but finds five or six dollars in greenbacks pinned fast to it. Pinning money on to clothes to indicate the price in the show window is not a new idea, but I have never before heard of this method of making a discount.

It is a good deal easier to tell when advertising is bad than it is to tell when it is good. I have often known people to be mistaken when they said an ad was bad. I have been mistaken myself, but I am going to hazard the opinion that the following ad of J. Fahy & Co.'s, of Rochester, N. Y., is a bad one. It was published in reply to, and to offset the effect of,

[Ad No. 1].

"Trilby"

An Unfit Book to Read. It Should Not Go Into Any Family Where Purity Reigns Supreme.

The idea of an edition de luxe of an immoral book like "Trilby" ill behooves the beautiful and immaculate Christmas season. Out with it! Taboo it, mothers; forbid it, O, ye Christian teachers, especially at this holiday time! We have been asked for it in our Book Department. We do not keep it, nor will we.

In order to turn the tide of Trilbyites and the lovers of the things that hover on the edge of the pitfalls of poor fallen women, we offer to-day a list of books at prices that ought to kindly lead those to our Book Counters that are not after the terrible, the sensational, the immoral and such. The curse of our day are the atheistical, irreligious, immoral and blood curdling books to be found on every side and lauded to the skies by would-be Christian publishers and would-be Christian merchants.

Farrar's Life of Christ, magnificent full-page engravings, published to sell at \$3; our price, 50c.

Europe, Asia, Africa, America, Germany, England, India, illustrated. Publisher's price, \$5; our price, 50c.

Dickens, Eliot, Shakespeare, Hugo, and other popular authors, odd sets of the above at half price.

The World Photographed, \$1; our price, 50c.

Art Gems for the Home and Fireside, \$1.25; our price, 62½c.

Gallery of Bida. 100 descriptive scenes from the Life of Jesus. Regular price, 85c.; our price, 42½c.

La Fontaine's Fables. Illustrated by Gustave Dore. Regular price, \$1; our price, 50c.

Atala, with Dore illustrations, old price, \$1; our price, 50c.

Pilgrim's Progress, illustrated by Barnard, price, \$1; our price, 50c.

Paradise Lost, illustrated by Dore; regular price, \$1.25; our price, 62½c.

Masterpieces from Dore; regular price, \$1; our price, 50c.

Dante's Purgatory and Paradise, Dore illustrations, \$1.25; our price, 62½c.

Tennyson's "Idyls of the King," Dore illustrations, Altemus edition, \$2.25; our price, \$1.12½.

J. FAHY & CO.

the accompanying advertisement of Sibley, Lindsay & Curr. The second ad I should say is a good one. It is perfectly dignified, it tells a plain story, and tends to its own business.

Ad number one is a bad one if only for the reason that it does not tend to its own business. If a man hasn't anything in his own store to advertise, he had better not advertise. If he is going to tell what a bad man his neighbor is, he had better save his money, because just as sure as fate there will be a great many people who will sympathize with the neighbor and trade with him on that account. I think that this advertisement of

[Ad No. 2].

"Trilby" Is Here.

Once before—the 8th of last September—we made a similar announcement, on the occasion of the appearance of "Trilby" in book form.

Then the mention of "Trilby" meant little or nothing to the great majority of people. To-day half the world has read the book.

But it's not our purpose to review "Trilby" or to eulogize the central figure, but simply to announce that the

Edition De Luxe

is on counters. It is a beautiful work, a credit to its publishers. Printing could not be more perfect; the illustrations are worked in tints, and the cover design is forget-me-nots on white vellum, and the title and its inclosing wreath in gilt.

The total edition consists of but 600 numbered copies. Our price is \$10.

SIBLEY, LINDSAY & CURR.

Fahy's is likely to increase the sale of "Trilby." I think there is hardly any doubt about that. It is only necessary to advertise a book as highly immoral and not fit for young people to see, to create for it at once a great sale.

It may be there is some sort of an understanding between these two advertisers whereby the profits are to be divided. If so, it puts an entirely different face on the matter. As it stands, Sibley, Lindsay & Curr get the benefit of their own ad and also that of their opponents.

It is rather amusing that Fahy & Co. should find so much to object to in "Trilby"—so much so that they will not have it in their store, and that they can still see nothing in the plays and sonnets of Shakespeare that is objectionable. For that matter, if one has a mind to do it, there are objectionable things to be found in "Idyls of the King." I should think quite as objectionable things as there are in "Trilby." Another rather amusing thing is the fact that while "Trilby"

is advertised in a very "swell" limited edition at ten dollars, Farrar's "Life of Christ" is reduced from three dollars to fifty cents, and "Pilgrim's Progress" goes begging at fifty cents, reduced from one dollar. "Paradise Lost" is also a little "shy" at sixty-two and a half cents. Surely, we are living in a degenerate age.

Men's Wear—(By H. C. Hawkins).

Couldn't Tie A Necktie

It was said of Horace Greeley that he could save a nation, but never learn to tie a cravat. A man of his ambition, had he possessed one of our elegant 75c. flowing-end scarfs, would never rested until he had learned to tie it.

Other kinds and prices:

For a Music Teacher—(By E. French).

Music Lessons

Either vocal or instrumental, are often the means of causing a child to love music, and surely no child should be permitted to grow up without loving music, for no other taste will yield a greater crop of happiness.

Bring music into the home. The little girl who is taught will be happy, having what other girls have, doing what other girls do.

Didn't expect to give your girl music lessons? And why not your girl? Has any mother a sweeter or dearer girl? Has any girl a better mother?

The cost?—But let me send you my circular, which tells all about it—how much, how easy to pay, and some other pertinent points.

Music Teacher

For Dry Goods—(By R. W. Robertson).

Ever Have The Blues?

Ever have that indescribable "want-to-go-home-to-ma" sort of feeling—when everything you touch seems to go back on you—when you feel as if you hadn't a friend on earth, and mighty few in the next place? Have, eh? Tough, isn't it? We've got the blues ourselves to-day—we're going to sell ours. Ours are another sort of blues—imported them direct. They're those genuine INDIGO dyed Serges and Estamenes for fall wear. They do not fade in the sun, and neither fresh nor salt water has any effect on them. We have them from 49 to 54 inches wide, and the prices run from 35c. to 85c. They assuredly make a cheap dress when you consider the wear got out of them.

Provisions—(By F. W. Robertson).

THINK OF IT!

We sold over

HALF A MILLION

POUNDS OF PROVISIONS

— LAST YEAR, —

and we are not rich yet. It's all because we are satisfied with

SMALL PROFITS.

Our prices prove that.

We carry everything in the Provision line from an egg to a side of beef, and also

**- FRESH FISH, POULTRY AND -
VEGETABLES.**

Men's Wear—(By H. C. Hawkins).

How's Your Dress Center?

Dr. J. G. Holland spoke of a man's collar and necktie as his "dress center." Though your coat be shiny, if your linen is spotless and your tie in good taste, you are WELL DRESSED. Correct "dress centers" were never so inexpensive as now. In proof:

For Any Business—(By F. W. Robertson).

I'm Glad I Am a Livin'

Our trouble comes like flies in cake,
But there's lot more cake than fly;
And there's ten square deals to every fake,
Ten smiles to every sigh;
There's sneaks, but lots of good men, too;
There's hoardin', but there's givin',
And that is why I take this view,
I'm glad I am a livin'.

—JOHN.

When hard times come there's a philosophical way of looking at the world that will make a man or woman contented and happy under adverse circumstances. If times were not a little bit slow we shouldn't be offering such bargains as these, and if we lose money our friends gain it, and we will be happy in well doing.

For a Builder.

WHAT

profiteth a man to pay for a house and not own it?

WE

will help you to get a home of your own with the money you pay in rent.

DO

you want the plan explained?

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

I AM A GOOD PRINTER; so good a printer that Charles Austin Bates, the leading advertising expert, says I am one of the best in New York. Charles says what is true. When giving out your printing remember what Charles says.

WM. JOHNSTON,
Manager of Printers' Ink Press,
10 Spruce St., New York.

The Fact That THE HOUSEKEEPER

is the only woman's home paper published in the North-west carries great weight with experienced advertisers. The circulation of

Over 120,000 Copies

is general and reaches just the people among whom to advertise articles for woman's use, or for homes.

Full particulars direct, or from
Eastern Office:

517 Temple Court, New York.

C. E. ELLIS, Manager.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THEY PAY THEM. So say all our regular customers for **PATENT COIN MAILING CARDS.** Large circulations pay the advertiser. Our Coin Cards will increase your circulation. Send at once for samples to ALVORD & CO., Detroit, Mich.

The Peterson Magazine

WILL BE SENT

FREE FOR 3 MONTHS

to any general advertiser who will send home address to

F. E. MORRISON, 560 TEMPLE COURT, N. Y.

IT COVERS THE GROUND!

Going as it does into more comfortable homes than do any other two papers in Milwaukee,

The Evening Wisconsin

is the only newspaper that **NEED** be used by advertisers in order to reach the cream of the Milwaukee trade.

**THE EVENING WISCONSIN COMPANY,
MILWAUKEE, WIS.**

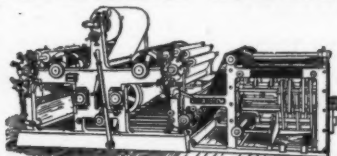
Eastern Branch Office:

10 Spruce St., New York.

CHARLES H. EDDY, Manager.

NO DEAD HEATS

10,000



12,000

WITH THE FIRST MAIL IF YOURS IS A "NEW MODEL" WEB

CAMPBELL PRINTING PRESS AND MFG. CO.,

824 Dearborn Street, Chicago.

1 Madison Avenue, New York.

At \$1 PER LINE.

TAKE AN INCH
IN
THE MAYFLOWER
AND
GET AN ELL IN RESULTS

FROM 100,000 SUBSCRIBERS.

**Last Chance for
Seedsmen to catch**

The Vickery & Hill List

**for February
IT PAYS**

**1,500,000 CIRCULATION
PROVED MONTHLY**

**PUBLICATION OFFICE, AUGUSTA, ME.
NEW YORK OFFICE, TEMPLE COURT,
C. E. ELLIS, Manager.**

No Claims

No Affidavits

No Promises

No Rebates

No Discrimination

- BUT -

THE CALL

OF PHILADELPHIA

Will Give Every Advertiser

A FAIR RETURN

*For his Investment in its
Columns.*



**EDGAR M. HOOPES,
WILMINGTON, DEL.**

**Manager of the Foreign
Advertising of THE CALL.**

Look about you :

Are not religious people the class who have homes, the thrifty and provident people, they who have the comforts and luxuries of life?

Are not they the people you want to see your advertisement?

These papers have practically exclusive control of their denominational fields in this locality.

**Put
Them
On
Your
List**

We make the way easy and cheap for you to use them.



**Sunday School Times
PHILADELPHIA.**

**Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder**

**Over 225,000 Copies
Religious Press
Association
Phila**

Editorial Quality :

No expense is spared to bring to the readers of **THE SUNDAY SCHOOL TIMES** the best thought of the best writers. Nearly thirty thousand dollars a year is paid for its editorial and contributed matter.

Advertising Quality :

This guaranty is announced in the paper every week :

"The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

The Sunday School Times

**Put
It
On
Your
List**

High class circulation for less than 1/2 cent per line for 1,000 copies issued.

Write to us for fuller particulars.



**AVERAGE FOR 1894,
..161,342..
COPIES WEEKLY.**

**RATE :
80 CENTS PER LINE
For One or More Times.**

**Religious Press
Association
Phila**

THE - EVENING - PRESS

DAYTON, OHIO.

Guarantees Advertisers a larger circulation than any afternoon and morning paper combined. Advertisers are given the privilege of making this a part of their contract. Rates lower per thousand circulation than any paper in this section.

ALL ITS CLAIMS ARE PROVABLE.

**LOUIS V. URMY, Eastern Advertising Agent,
59 Times Building, New York.**

A Japanese Number.

IT WILL INTEREST

YOUR WIFE.

Free To Advertisers Who Read Printers' Ink.

The January issue of

Arthur's Home Magazine

contains special articles on Japan of interest to women. The main article—"Home Life of Japanese Women," was written by a lady who lived in Tokio for years. Every American woman will find this of great interest. If you are an advertiser we will gladly send this issue to any lady member of your family on request.

Arthur's Home Magazine, 1026 Arch St., Phila.

DAYTON, OHIO

MORNING TIMES, EVENING NEWS.



COMBINED DAILY CIRCULATION

~14,000~

Are you looking for results?
from your advertising - ?

DAYTON, OHIO.

The Huffman Publishing Co., City.

GENTLEMEN—Three months' advertising in *The Evening News* brought greater returns than all the other Dayton Dailies combined, for twice that period. It seems to reach the "buying masses."

EMPRESS JOSEPHINE TOILET CO.

The above letter is proof of the value of the NEWS as
an Advertising Medium.

For further information address home office or

H. D. LA COSTE, 38 Park Row, N. Y.



**"In her 'Post-Intelligencer'
Seattle has one of the four great
papers of the Pacific Coast."**

—"Harper's Weekly."

A GUARANTEE.

The POST-INTELLIGENCER hereby guarantees its advertisers a bona fide *paid* circulation, Daily, Sunday and Weekly, double that of any other newspaper published in the State of Washington. Advertising contracts will be made subject to this guarantee.

**A. FRANK RICHARDSON,
Special Agent,
13, 14, 15 Tribune Building,
New York.**

**C. A. HUGHES,
Eastern Manager,
93, 94 Times Building,
New York.**

The Cleveland Press

Sells 70,000
Copies Daily.

If there are any possible
disbelievers of this claim
we will satisfy them.



C. J. BILLSON,
86 and 87 Tribune Building,
New York.

The Weekly Courier-Journal

LOUISVILLE, KY.



Nearly every one in the Southwest swears by the COURIER-JOURNAL. Some 'swear *at* it. It hits hard enough to make friends and hurt enemies. But the latter are few and mighty lonesome. The great majority of the best people of two generations have grown up with the WEEKLY COURIER-JOURNAL as a family friend and counsellor. It is the acknowledged champion of the best interests of the Southwest—the best section in the Union for advertisers this year. The regular subscription list issue is 145,000 copies every week. On January 28th, and February 25th,

200,000

copies will be issued ; all for seventy-five cents per line, each insertion.



A. FRANK RICHARDSON,

*Chamber of Commerce,
Chicago.*

*Tribune Building,
New York.*



"Little Old New York"

—as Richard Harding Davis calls it, has an area of 47,620 square miles. Oregon has 94,560. Nobody really knows what papers, or how many, to use to advertise thoroughly in New York. In Oregon and on the Pacific Northwest it is different.

....THE

Portland Oregonian

reaches everybody worth reaching in the State. It is the one big paper. It hasn't any competition. The good advertising naturally comes to it first.

As is usually the case, the rate per line per thousand in the best paper is the lowest in its territory, value considered.

For facts and figures about circulation and rates, address

OREGONIAN PUBLISHING COMPANY,


H. L. PITTOCK, Manager and Treasurer.

H. W. SCOTT, Editor.

OR S. C. BECKWITH,

The Rookery, Chicago.

Tribune Building, New York.



THE FARM NEWS,

Formerly **AMERICAN FARMER AND FARM NEWS.**

PUBLISHED BY

**The Hosterman Publishing Co.,
Springfield, Ohio.**

The name of this model farm paper has been shortened, but its circulation has been maintained and its character improved whenever it was possible to do so.

It will remain the aim of its management in the future, as during the past, to make it the advertising medium par excellence of the agricultural papers of the world.

MORE THAN 165,000 EACH ISSUE.

The FARM NEWS has no axes of its own to grind ; is not published in the interest of any one only its subscribers and advertising patrons, and with its horoscope sweeps the entire field of agriculture.

It guarantees the reliability of every advertiser every issue, and will not accept of advertising of a doubtful character at any price.

IT WILL PAY ADVERTISERS EVERYTIME

The Hosterman Publishing Company also publish the REPUBLIC-TIMES (daily), REPUBLIC (weekly), and WOMANKIND (monthly), all of which stand at the head of the class they move in ; and it should not be forgotten that advertisers who have used them are a unit in praise of them.

Won't you give us a chance to do you some good via the use of their ad columns ?

GEO. S. BECK,

Gen'l Advertising Manager.

NEW ENGLAND MAGAZINE



SOME PEOPLE SAY THEY CAN'T AFFORD IT.



ADVERTISING
Must be an Expense to
"Some People!"

SUCCESSFUL ADVERTISERS CONSIDER IT AN INVESTMENT.



When advertisers take the trouble to **read**
the **New England Magazine** they generally
give us an order.



QUALITY

AS WELL AS A

Guaranteed Circulation

SHOULD COUNT FOR SOMETHING.

WE HAVE BOTH.

RATES AND SAMPLE COPIES OF

WARREN F. KELLOGG,
PUBLISHER,
5 Park Square, Boston.

FRANK E. MORRISON,
SPECIAL AGENT,
500 Temple Court, N. Y.
1014 Boyce Bl'g., Chicago.

△ △ THE △ △
“Republic-Times,”

PUBLISHED BY

The Hosterman Publishing Co.,
SPRINGFIELD, OHIO.



The REPUBLIC-TIMES is by all odds the leading and most influential of the dailies of Springfield, Ohio, and is the only one using a perfecting press. The evidence of its value as an ad medium is found in the fact that advertisers always renew their business in its columns.

The Weekly Republic.

The use of the WEEKLY REPUBLIC (emphatically the best weekly paper in Southern Ohio), combined with the daily REPUBLIC-TIMES, will thoroughly cover every nook and corner of the city of Springfield and Clark County, as well as large portions of adjoining counties, for less money than any other medium or mediums that you could possibly make use of in that section.

“FARM NEWS” and “WOMANKIND”

The use of the FARM NEWS (the king of monthly farm journals) and WOMANKIND (the favorite among the women of more than 50,000 homes), in combination with the REPUBLIC-TIMES and WEEKLY REPUBLIC, would leave but little to be desired, for the reason that by using the four the entire country from Boston to San Francisco and from Canada to Mexico would be covered.



GEO. S. BECK,
General Ad Manager.

MADE ITS MARK



THE OMAHA BEE

Has made its **mark** as an advertising medium of superior value. This is because it thoroughly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farmhouse or hamlet in which the Weekly is not read. It also covers adjoining territory in Iowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.

KNOWN CIRCULATION:

Daily, 25,000 Sunday, 30,000
Weekly, 42,000

A. FRANK RICHARDSON,

CHICAGO: Cham. Commerce. NEW YORK: Tribune Bldg.





Best Paper in St. Paul,

The GLOBE

**Daily,
Sunday,
Weekly.**



**Eastern Office: 517 Temple Court,
New York City.**

C. E. ELLIS, Manager.





Everybody Knows—

that to cover **all** the ground
in the Middle-Western States you must
use the Lists of the C. N. U.

The more experienced advertisers and
agencies generally **begin** with them ; and
many, who have to be economical, use
them to the exclusion of **everything** else.

Good advertising **cheap**.

No extras.

Estimates free. Catalogue on re-
quest.

CHICAGO NEWSPAPER UNION,

93 S. JEFFERSON STREET, 10 SPRUCE STREET,

CHICAGO, ILL.

NEW YORK.





To Printers:

Send Six Cents for postage on my elegant Price List, in five colors, with a living picture for a frontispiece.



**NO PRINTING OFFICE IS COMPLETE
....WITHOUT IT....**



Carmines 12½ cents an ounce. Finest job inks, black or colored, at \$1.00 a pound. Best news ink in the world at 4 cents a pound by the 500-pound barrel.

Address (always with CHECK in advance payment),

**WILLIAM JOHNSTON, Manager Printers' Ink Press,
10 Spruce Street, New York.**



The Exclusive

Advertising privileges
in all cars and on all
stations of the

BROOKLYN-UNION ELEVATED RAILROAD

Are controlled from May
1st 1895 by

CARLETON & KISSAM

Cars will be equipped
with advertising racks,
spaces to be 24×16 in.,
end spaces 24×14 in.

For rates address

CARLETON & KISSAM

915 Postal Telegraph Bldg.
New York.



**Catching People
When They Least Expect It
Does The Business.**

Therefore Advertise in the

=960=

Waiting Rooms

On the

Chicago, Milwaukee & St. Paul System

**Controlled by G. S. Mackenzie,
Chicago,**

1160 Monadnock Building.



Out In _____ Kansas City

they are wide-awake, progressive people—money makers and money spenders—quick to see and quick to grasp new ideas. Just the sort of people it pays to shoot advertising at.

THE KANSAS CITY TIMES

seems to reach these people more effectively than any other paper. Advertisers can afford to skip any other Kansas City paper, but if they miss THE TIMES they are not covering Kansas City and the adjoining territory as it should be covered. They are missing at least 75,000 people. The American Newspaper Directory for 1894 guarantees its circulation to be:

Daily, 22,116 Sunday, 35,775
Weekly, 39,915



For rates and other information, address

S. C. BECKWITH,

The Rookery, Chicago.

Tribune Building, New York.

On the Face of it

A newspaper shows its character right on its face—like a man. Experienced advertisers can almost tell the circulation and value of a paper by looking at it. Their judgment is better than sworn statements.

It is easy to see why

THE CLEVELAND WORLD

has built up a solid circulation of over 40,000 copies daily. You can look through the paper and see just why it interests the very best people. It publishes ten times as much financial advertising as all the other Cleveland papers combined. It has a specially interesting woman's page. Its whole effort is to please and satisfy its readers. That makes it good for advertisers. Ten dollars will buy more circulation in the WORLD than in any other Cleveland paper. For exact rates, address THE WORLD PUB. CO.,

B. F. BOWER, Gen'l Mgr., or

S. C. BECKWITH,

Tribune Building, New York.

The Rookery, Chicago.



Advertising Fable No. 7

In watering the flowers, a gardener once took so much water from his master's pond as to leave the fish dying of thirst. On being reprimanded for this, he went to the other extreme and took so little water that the flowers withered and died. When the master saw this, he exclaimed: "You blockhead! In future remember not to devote so much water to the flowers as to leave me without fish, nor yet so liberal to the fish as to kill my beauteous blossoms."—ÆSOP.

In advertising it is sometimes quite difficult to determine just how much can be wisely expended.

It will not do to take so much money away from the business as to cripple it in any way; but, at the same time, enough must be taken to make the advertisements blossom and bring forth fruit.

We are expert advertising gardeners. An experience of 29 years has made us competent to advise our clients as to the size and disposition of their appropriations, and if the matter is left in our care we are generally certain to produce a good crop of results.

Don't trust your planting and cultivation in inexperienced or incompetent hands.

The Geo. P. Rowell Advertising Co.
10 SPRUCE ST., NEW YORK.

